

News Release



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HERNDON FESTIVAL RECOGNIZED AS ONE OF NATION'S 'HIGHLY EFFECTIVE' SPECIAL EVENTS

Herndon, VA (February 13, 2006) – *Recreation Management* Magazine, a national publication covering recreation, sports and fitness facilities management, featured the Herndon Festival as one of the top community festivals in the nation in an article entitled “Festival Fundamentals: Six Habits of Highly Effective Special Events.”

In an introduction to the article, *Recreation Management* editors defined successful events as those that “pay attention to the little details. They worry as much about portable toilets as they do about sponsorships. They consider their steering committee as important as the headlining band.”

The Herndon Festival, the first event mentioned in the article, was specifically lauded for the team of organizers that is mobilized each year prior to, during and following the festival. According to the article, the Herndon Festival exemplifies “the first habit of highly successful festivals: you must assemble the right team.”

Town of Herndon Manager of Recreation Services Cindy Roeder is quoted in the article as attributing the festival’s success to the teamwork behind the scenes. “Part of our festival’s success is that we are a very detail-oriented group,” Roeder said. She credited the consistency of Executive Committee involvement, a willingness to work hard by volunteers and staff, and – most importantly – a commitment to the festival as a celebration of the Herndon community for its success.

Recreation Management is published monthly by CAB Communications, Inc. It is circulated nationwide to approximately 50,000 executive and administrative managers of parks and recreation, sports and fitness facilities.

The Town of Herndon was incorporated by the General Assembly of the Commonwealth of Virginia on January 14, 1879. Located in western Fairfax County, Herndon is the 3rd largest town in the Commonwealth and is home to more than 22,000 citizens. Businesses located within the Town of Herndon, which range from high tech enterprises to entrepreneurially-owned establishments, employ approximately 23,500 people.

For more information, visit the Town's website at **www.herndon-va.gov**.

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